

## REMARKS

This is intended as a full and complete response to the Office Action dated August 13, 2003, having a shortened statutory period for response set to expire on November 13, 2003. Please reconsider the claims pending in the application for reasons discussed below.

Claims 1-11 – 21-29 remain pending in the application and are shown above. Claims 1-4 and 12-20 have been cancelled without prejudice by Applicant. Claims 5, 7, 11, 21, and 26 are amended. Reconsideration of the rejected claims is requested for reasons presented below.

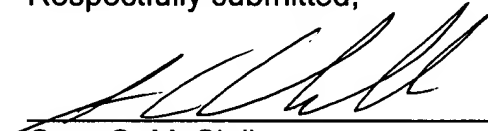
Claims 1-8, 10, 21-29 stand rejected under 35 USC § 102(b) as being anticipated by *Gerace* (US 5,848,396). *Gerace* is directed to a computer network method and apparatus providing targeting of appropriate audience based on psychographic or behavioral profiles of end-users. (See, Abstract.) Significantly, *Gerace* teaches a server centric invention. That is, all data assembly, tracking, profiling (collectively used to generate a psychographic profile) and web page rendering on the basis of the psychographic profile is done on the server side, not the client side. (See, Summary of the Invention and Figure 1). More specifically, the psychographic profile is generated for, in limited to, a single server hosting a single Home Page. (See, Summary of the Invention and Figures 1 and 2.) In contrast, the present claims are directed operations of a client device and are not limited to the manner in which a single web page is displayed, but rather provide display functionality for any network address visited by user. Further, nowhere does *Gerace* to teach, show or suggest rendering a page in a manner that repositions a portion of the page from an obstructed position (not viewable by a user) to an unobstructed position (viewable by the user). This is because *Gerace* does not assume a display of limited viewable area. Accordingly, while aspects of *Gerace* may suggest reformatting the Home Page, such reformatting does not guarantee that a particular portion of the Home Page (selected based on previous user interaction with that portion) will be viewable on a display of limited viewing area (such as a personal digital assistant). For these reasons, withdrawal of the rejection is respectfully requested.

Claims 9 and 11 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over *Gerace*. Applicants respectfully submit that any rejection on the basis of *Gerace* has been overcome for the reasons described above. However, if the Examiner disagrees, the Examiner is kindly requested to provide documentation supporting his Official Notice that ranking a selected object in an electronic document based on the duration of viewing as a second parameter after the frequency is well known, consistent with MPEP 2144.03.

In conclusion, *Gerace*, alone or in combination, does not teach, show, or suggest the invention as claimed.

Having addressed all issues set out in the office action, Applicant respectfully submits that the claims are in condition for allowance and respectfully request that the claims be allowed.

Respectfully submitted,



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